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#### MAIL EARLY

NETWORK: NBC

DATE: December 2, 1944

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

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CASH REGISTER RINGS TWICE...MONEY IN TILL.

U. S. DEPARTMENT OF ASSIGNMENT TIME :

3. SOUND:

CASH REGISTER ... CLOSE DRAVER.

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME, by the War Food Administration.

And here again, are Mrs. Freyman and Johnny!

- 5. FREYMAN: Today, CONSUMER TIME friends, we're honored to have with us...the

  Postmaster General of the United States, the Honorable Frank C.

  Walker:
- 6. JOHN: And...as you've already guessed...today's program is going to be about mail...your Christmas mail! In just a few minutes, Mr. Walker is going to talk to us...but first...
- 7. FREYMAN: First, Johnny...I'd like to remind everybody...that Christmas is only 23 days away. That means...that this weekend is absolutely our last chance to "MAIL EARLY":
- 8. JOHN: Because...you know who are going to be the two most over-worked men this Christmas? Santa Claus...and the mailman! Already, the whoppingest, biggest Christmas mail in all history...is beginning to tumble down around the mailman's ears.

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- 9. FREYMAN: What are some of the mail carrier's troubles? Suppose we take a visit to a postoffice...in a little country town...and find out what's probably going on...right now. You can be the postmaster, Johnny...I'll be his wife.
- 10. JOHN: (NARRATIVE) I can just see the postoffice...a little smoky gray building by the railroad tracks. Inside, the walls are lined with pigeonholes, stuffed full of letters. There's a pot-bellied stove, and some mail sacks and packages lying about.

  And hard at work sorting the mail, are Henry the postmaster, and his wife...Jane...(FADE)

#### PAUSE:

- 11. JANE: Henry! Throw some more coal on that stove, will you! I'm freezing cold in here.
- 12. SOUND: STOVE NOISES
- 13. HENRY: O.K. Jane. What time's it getting to be?
- 14. JANE: Near about time for the 6:43. Bet there'll be another big stack of mail...Henry.
- 15. HENRY: I've never seen the likes of it. But... I'd a whale of a lot ruther be here sorting it, than be Steve and have to go deliver it around those back roads.
- 16. JANE: Looks like snow this morning, too. (PAUSE) Well, looky here,

  Henry, if it isn't Sal coming across the tracks. Dressed fit to

  kill, and loaded down with bundles. Vill you look at that hair-do!
- 17. HENRY: (HUMOROUSLY) Mind your sharp tongue, now Jane.
- 18. SOUND: DOOR OPENS...WIND...DOOR SLAMS SHUT. WIND OUT.
- 19. SAL: Hello, you all. Thew. Have I ever got a stack.
- 20. HENRY: Well, you're getting your parcels out in time, Sal. Just under the wire to mail early.
- 21. SAL: Oh sure. Stayed up half the night getting these ready. Hey, Henry, you got a piece of string around here anywhere?

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- 22. JANE: What for Sal?
- 23. SAL: Oh... I ran out of string, and just stuck this package together with Christmas seals. Think it'll hold?
- 24. JANE: Now, Sal...you know those little seals aren't going to hold that heavy paper.
- 25. HENRY: Time we put it in the bag and toss it on the train, it'll be all to pieces.
- 26. SAL: Aw, now Henry...
- 27. JANE: We just don't have any piece of string here in the postoffice, Sal.

  Honest you better take this back and wrap it good.
- 28. HENRY: Sal...you know every year after Christmas is over, it's the same story. Folks come in, tears in their eyes, saying their Aunt Susabella never did get the plum-pudding they sent...asking us why not!
- 29. JANE: Just because they didn't wrap the package up good...nor address it right.
- 30. SAL: (SIGH) Very well...give it here. I'll do it over, Others o.k.,
  Jane?
- 31. JANE: Well...(PAUSE) Now I'd just bet this parcel here's a cake. Isn't it, Sally?
- 32. SAL: Why, yes...a f uit cake. Last Christmas you advised me not to send an angel food cake...so this year...
- 33. JANE: But, Sal...it rattles around inside the box. It'll be crumbs by the time it gets there.
- 34. SAL: But you said...
- 35. JANE: When you send any kind of food, Sally...you have to pack it tightly, wrap it in wax paper and seal it. Fix it so it can't move inside the package. It's just a waste of good food, if you don't pack it carefully. Now a lot of butter and sugar probably went into that cake.

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- 36. SAL: (MEEK) Yes'm. You're right, Jane.
- 37. JANE: Let's see the address...see how far it's going...(PAUSE) What's this here?
- 38. SAL: What?
- 39. JANE: This word.
- 40. SAL: Minnesota. M-I-N-N...
- 41. JANE: Well I never would have guessed. Looks like Mississippi to me.

  M-I-S-S-....
- 42. SAL: Mississippi?
- 43. JANE: Here, Henry, does that look like Minnesota to you?
- 44. HENRY: Well...gotta admit doesn't much. I guess.
- 45. JANE: Those N's look like S's to me.
- 46. SAL: Oh. (YAWN) I guess I was sleepy last night.
- 47. HENRY: Now don't think we're picky, Sal. Only we know what happens when the address isn't clear. Package just doesn't get there. Finally comes back to your return address...and by that time it's too late.

  There's somebody been broken-hearted on Christmas.
- 48. JANE: You say "return address", Henry? Sal, don't tell me you started putting your return address on things? (PAUSE) Nope. I can see...
- 49. SAL: (LAUGHING) I really get myself in trouble with you and Henry.

  (SIGH) Give 'em back, then. I'll get to work again. (OFF MIKE)

  We go through this every Christmas.
- 50. HENRY: (PROJECTING) There's pen and ink over there, Sal.
- 51. SAL: (COMING BACK) Oh say. I nearly forgot. I'm not half as bad as you think I am.
- 52. JANE: Now why not?
- 53. SAL: See here? Take this.
- 54. HENRY: What's in that bag, Sally?

- 88. Val: (USTW) Varina You're right, Jane.
- 87. C.D.: Lotis and the eddress...are how far it's coiner...(PART) Dantis

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- 55. SAL: Eighteen dollars and seventy-five cents...in nickels and dimes.

  Count 'em.
- 56. JANE: Eighteen-seventy-five. Uhy, that's another Bond, Sal.
- 57. SAL: Sure it is. And you can just get busy and fill it out for me right now.
- 58. HENRY: That's the spirit, Sal. Buying a Bond. Guess you win...(PAUSE...

  PAPER RUSTLING...ETC.)
- 59. JANE: I'll make out the Bond, Henry. (PAUSE) Train's late this morning, sure enough, Henry. Here's Steve already, too. Ready to carry the mail.
- 60. SOUND: DOOR OPEN...WIND...DOOR SHUT...WIND OUT.
- 61. STEVE: Howdy, folks. Hello, Sally.
- 62. SAL: (GLUM) H'lo Steve.
- 63. STEVE: (LAUGH) They got you writing things out plain and clear again. Sal?
- 64. SAL: Oh yes...I can't get by with anything in this postoffice.
- 65. SOUND: TRAIN WHISTLE ... DISTANCE.
- 66. JANE: There's the train, Henry. Better get these sacks out there on the platform.
- 67. SAL: Wait now. Vait. I'm almost through addressing my packages.
- 68. STEVE: They'll have to go on the afternoon train, Sal.
- 69. SAL: (VAIL) Oh, I'll never learn to get 'em right first time.
- 70. JANE: Well, Sally, they'll hold together...and they'll sure get where they're going, this time.
- 71. SOUND: TRAIN IN VERY LOUD....HOLD....FADE OUT.
- 72. FREYMAN: And the big train roars past...slowing down, stopping an instant for Henry to toss up his sack of mail, and for the local mail bag to be dropped out on the platform.
- 73. JOHN: Then Henry and Jane get busy sorting. Steve helps by sorting the mail for his route. Finally it's tied together in bundles...and Steve begins to carry the mail outside to his car...(FADING)

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- 74. STEVE: (GROANING) This is the last bundle. Boy...I've got myself a job today.
- 75. HENRY: How's the car holding up, Steve?
- 76. STEVE: Oh my...how I almost forgot to tell you. Look out there.
- 77. JANE: (LAUGH) Why Steve, for the land sakes, what have you done to your automobile.
- 78. HENRY: Well, that beats all. When'd you get those great big wheels on the back?
- 79. STEVE: (ENTHUSIASTIC) They're tractor wheels. Got 'em off my brother's old tractor. Had to take the mudguards off the car...but doesn't she look pretty?
- 80. JANE: Looks like the strangest contraption I ever seen. That little flivver with wheels half as big as the car itself. Thy'd you do it, Steve?
- 81. STEVE: Got tired of getting stuck in the mud. Getting down in those deep ruts. Now I betcha I can go over any road...any weather.

  Places even a horse'd get stuck in. (PROJECTING) Watch me go.

## (PAUSE)

- 82. FREYMAN: Yes, the "mail must go through". Lots of rural mail carriers...

  rig up their cars to make them tougher and better fit for rough

  weather. Some still use horse and wagon...or even a team of exen.

  Some of them ride horseback. Or even use skiis or snowmobiles,

  in winter weather.
- 83. JOHN: Fo...the life of the mail carrier...city or country...is not an easy one, at best. Steve, our hero, has his troubles, as he makes his regular rounds. This busy time of year in particular...(FADE)
- 84. SOUND: OLD FORD MOTOR...HOLD...BRAKES SQUEAK...STOP
- 85. MRS. E: Hello, Steve.
- 86. STEVE: Morning, Frs. Elderberry.
- 87. MRS. E: Any mail for me?

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- 88. STEVE: Couple of bills, looks like.
- 89. MRS. E: Land sakes, them again. Oh, Steve. I just wanted to ask you something...did you get those pennies I put in the box yesterday?
- 90. STEVE: Yes, I got 'em.
- 91. MRS. E. Was that the right amount for those letters?
- 92. STEVE: Happened to be this time. Yep.
- 93. MRS. E: That's good.
- 94. STEVE: Say, you know something, Mrs. Elderberry?
- 95. MRS. E: What?
- 96. STEVE: I got plenty of stamps right here. Want to buy some?
- 97. MRS. E: Well...I...guess I don't have the change with me.
- 98. STEVE: How much you got?
- 99. MRS. E: Well, I've just got a dollar.
- 100. STEVE: Then here you go. Thirty 3's. Five 2's.
- 101. MRS. E: But...but, land, I'm not going to write all that much.
- 102. STEVE: Then you've changed your ways plenty in the last couple days, Mrs.

  Elderberry. Here's your stamps.
- 103. MRS. E: But...
- 104. STEVE: Thanks, Mrs. Elderberry. That's going to help me a lot. If there's anything a rural mail carrier doesn't like it's what we call "penny-pickin'". Trying to pick up the pennies out of the mailboxes... and then having to put stamps on the letters ourselves.
- 105. SOUND: AUTO STARTS...IDLES.
- 106. MRS. E: Well, now, I'll try to remember that, Steve.
- 107. SOUND: AUTO UP LOUD.
- 108. STEVE: (OVER SOUND) Thanks for buying the stamps, Mrs. Elderberry. See you tomorrow.
- 109. SOUND: AUTO FOR BRIDGE...THEN BRAKE SQUEAK STOP.
- 110. STEVE: Morning, Mrs. Greenapple. What brings you all the way out to the mailbox...so early?

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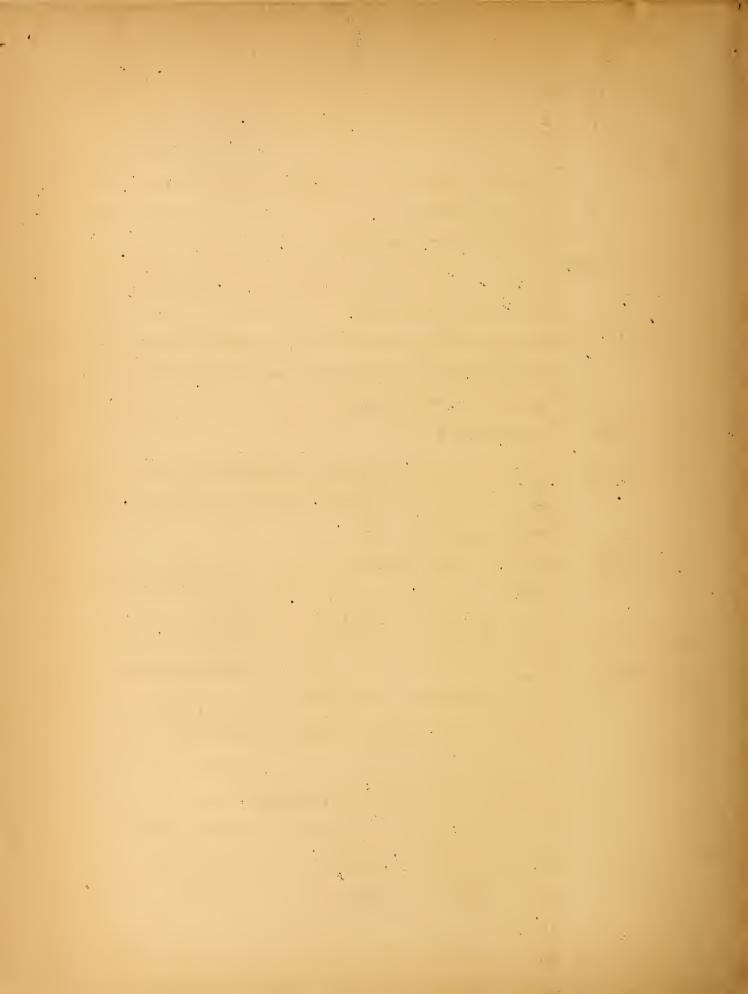
- 111. MRS. G: I'm just going to tell you...I don't like you taking that birds nest out of my mailbox.
- 112. STEVE: (LONG SUFFERING) All spring...all summer, all fall, Mrs. Greenapple, I've stuffed your mail around that birds nest. Now it's

  December. They've gone. Christmas mail is coming.
- 113. MRS. G: But Steve...I...
- 114. STEVE: Don't worry, Mrs. Greenapple. They'll build there again in the spring. They've done it regularly for twelve years, haven't they?
- 115. MRS. G: Then you just be careful next spring, hear? Now something else,

  Steve...here's a surprise for you. Lemember when I left ten

  dollars cash in the mailbox and a note sayin' I wanted a Money

  Order to go to Uncle Harry?
- 116. STEVE: I remember.
- 117. MRS. G: And you got so uppity with me, and said from now on folks in this town were going to have to fill out application blanks and give them /to you with the money?
- 118. STEVE: (GRIMLY) I've had the same general conversation with everybody on this route, Mrs. Greenapple. Postmaster and I just plain decided...
- 119. MRC. G: Well looky here. I took that application blank you gave me and filled it all out pretty. Here's the blank, and here's the money.
- 120. STEVE: Mrs. Greenapple, you're the prettiest thing on my route. And what's more, your Uncle Harry'll get his money quicker.
- 121. SOUND: AUTO STARTING
- 122. MRS. G: (PROJECTING) Well that's good, Steve.
- 123. STEVE: (OVER AUTO) And just for that...you can let crows build in the mailbox. I won't say nothing.
- 124. SOUND: AUTO HOLD ... THEN FADE OUT.
- 125. FREYMAN: Over hill and dale...through muddy country roads...fording streams, grinding up steep hills...the rural mail carrier makes his way over



- 126. JOHN: This year, the meal carrier's load will be heavier than ever, in every town and city...on every country road.
- 127. FREYMAN: Naturally...we ask ourselves what we can do to help. And how we can help our own mail be delivered promptly and on time.
- 128. JOHN: Well, friends, for answers to that very important question...as we told you earlier in the program we are fortunate to have right here in the studio with us...the Postmaster General of the United States, the Henorable Frank C. Walker.
- 129. FREYMAN: Welcome to CONSUMER TIME, Mr. Walker. First of all...our listeners are interested in what they can do...to help the mail move fast and efficiently this Christmas.
- 130. WALKER: Well, Mrs. Freyman...this year we're preparing for the biggest bulk of Christmas mail in history. We have already had a preview of what's to come in the mail that went overseas to servicemen this fall.
- 131. FREYMAN: Oh, I heard there was a record-breaking number of those Christmas boxes.
- Record-breaking is no word for it. While last year, over twenty million packages went overseas...this year...there were more than eighty-two million.
- 133. FREYMAN: Eighty-two million...goodness.
- 134. WALKER: In case you can't picture that...it's a string of Christmas boxes reaching over half-way around the world.
- 135. FREYMAN: How did the Post Office Department ever handle that many?
- 135A: WALKER: Well...for one thing our job was made much easier because the American people cooperated magnificently. Many thousands of them mailed promptly after September 15, thus preventing an overwhelming pile-up at the end of the mailing period on October 16. The essence of our problem was that instead of mail going to 43,000 points, as ordinary Christmas mail does, the great bulk of it was destined for either New York or San Francisco. We had to build enormous buildings at both those points. The building in New York covered more than 14 acres.
- 135B. FREYMAN: Well, I should say more than a few people must have been kept busy just in those buildings.

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- 136. WALKER: In New York alone we had twelve thousand people on the job, and the work went on twenty-four hours a day. And hundreds of these people worked in the hospital.
- 137. FREYMAN: The hospital? That was that for, Mr. Walker?
- 138. WALKER: A hospital was set up to repair broken or damaged packages. Most people did wrap their packages carefully...but there were many which were badly in need of repair.
- 139. FREYMAN: Another warning to us to wrap our domestic Christmas packages carefully. Well, Mr. Walker...that must have been the greatest postal job in all history.
- 140. WALKER: Yes, it was...and I'm glad to say that we feel confident that all those boxes will arrive in time for Christmas...even to the most remote parts of the world.
- 141. FREYMAN: And that's certainly a wonderful achievement. Vell...now we're on the eve of a record-breaking mail right here in this country. So...

  Mr. Walker...you were going to tell us...
- 142. WALKER: Yes...about mailing packages here at home. Well, first of all, it's important to mail early...and that means right now.
- 143. FREYMAN: Doesn't mail get more careful handling if it's mailed early, Mr. Walker?
- 144. WALKER: Yes, actually it does. Although postmasters and postal employees at as careful as possible...bundles and letters pouring in by the thousands are bound to get rougher treatment. We've already mentioned the importance of wrapping carefully.
- 145. FREYMAN: And addressing mail clearly.
- 147. WALTKER: With the return address, of course. And incidentally, I want to thank the folks who are cooperating by writing in zone numbers.

  That helps about as much as anything, in speeding up delivery.
- 148. FREYMAN: Well, I think if we all follow these suggestions...the Christmas mail problem will be decidely simpler.

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149. WALKER: Indeed it will, Mrs. Freyman. Now there's one other thing I'd like to mention. Lots of people are finding it conventient to do their Christmas shopping early...right at their own postoffice.

150. FREYMAN: Shopping at the postoffice. How do you mean, Mr. Walker?

151. WALKER: Well...just the way Sally did, in the scene we heard a few minutes ago. She was the one, I believe, who bought the War Bond there at the little postoffice.

152. FREYMAN: Why ... of course.

Well...I actually don't know of any Christmas present that's more welcome, or more important. When we give Var Bonds, we're not only giving a gift to one person...but we're helping achieve victory and to make our homes more secure. You know, Mrs. Freyman, if we could set a new record in buying Bonds...the way we set a record in sending that staggering number of eighty-two million Christmas packages overseas...well, we'd have something. It's the one sure way we can help get this war over...fast.

154. FREYMAN: Indeed that's right, Mr. Walker. And I'm sure that Americans are getting ready to "break another record." during this Sixth War Loan Drive. Thanks very much for being with us today.

155. JOHN: Friends, that was the Honorable Frank C. Valker, Postmaster General of the United States. Next week on CONSUMER TIME, we're going to hear all about how the meat that comes to your table is graded and inspected. Be sure to be with us for another edition of...

156. SOUND: CASH REGISTER...MONEY IN TILL

157. AN NCR: CONSUMER TIME:

158. SOUND: CASH REGISTER

159. JOHN: How your money buys a living in wartime.

160. SOUND: CASH REGISTER...CLOSE DRAWER.

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161. ANNCR:

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